

ABSTRACT OF THE DISCLOSURE

A method of executing an event in an interactive television system, includes: associating a function with a location in an environment of the interactive television system; and in response to a selection of the function, enabling an event associated with the function. An apparatus for enabling a user interface in an interactive television system, includes: a set top box communicatively coupled to the display device and capable to transmit television signals to a display device, the set top box including a user interface engine capable to display a function associated with a location in an environment of the interactive television system; the set top box further including a controller capable to execute the user interface engine and to enable an event in response to a selection of the function.